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NEWSLETTER
Nutrition

9/23

PROGRAM DEVELOPMENT...

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New Legislation

PRESIDENT NIXON SIGNED INTO LAW H.R. 515, which amends and improves the National School Lunch Act and the Child Nutrition Act. The President said, "This legislation will help the Administration achieve its goal of expanding the school lunch program for all children and providing free or reduced-price lunches for every needy child."

"The child nutrition programs which this legislation affects have been growing in the past year, and, together with our other efforts, provide the legislative framework to meet the balanced nutritional requirements of our needy children. More than 20 million children now participate in the National School Lunch Program. Of these children, 4.8 million are needy students who receive lunches entirely without cost or at a substantially reduced price. With the new legislation, the number of participants should continue to grow in the months ahead."

Local school boards will have more flexibility in budgeting under this legislation, since Federal funds can be appropriated a year in advance and since funds can be shifted from one program to another. The bill also provides for a modest level of matching funds to come from State revenues. The President noted the child nutrition programs are cooperative programs which are run by State and local governments, with Federal support. "This legislation," he said, "represents an important Federal effort to improve these programs. I hope that State and local governments will also do all they can to move forward in this critical area."

Food Help Expands

THE EXTENSION OF FOOD PROGRAMS to all U.S. counties and independent cities is advancing rapidly. As of May 26, only 62 counties and cities had not yet made a decision to have either the commodity distribution or the food stamp program. That compares to 440 on May 6, 1969, when in his "Hunger Message" the President announced the goal to reach all counties and cities. Those areas still undecided to start family food help include: 2 counties in Colorado; 8 in Florida; 8 in Kansas; 3 in Louisiana; 2 in Nebraska; 1 in North Carolina; 2 in Ohio; 4 in Oklahoma; 1 in Pennsylvania; 6 in Texas; 17 counties and 7 independent cities in Virginia; and 1 county in Wisconsin.

AROUND THE NATION...

FULTON COUNTY, GEORGIA'S school food service program gets high marks for reaching an average of 87 percent student participation in the National School Lunch Program by March 1970. In 39 of the system's 68 schools, over 90 percent of all their students join the school lunch program. How do they do it? By top-notch training for school cafeteria personnel; winning support of principals, clerks, teachers, students and parents; and most recently, a nutrition education campaign conducted by teachers and food service staff to encourage students to make wise food choices.

SUMMER FEEDING. The Special Food Service Program will provide Federal funds and USDA-donated foods in many summer feeding programs. Plans in the District of Columbia call for an average of 70,000 meals per day over a 10-week period. Philadelphia plans summer recreational feeding in low-income areas of the city. It proposes to provide lunches for over 5,000 children. At Offutt AFB, Omaha, they plan to expand the highly successful AFB program to include additional inner city children in Omaha. With help from churches and charitable organizations, the Base plans to reach 5,000 children per day for 10 weeks this summer. The Portland, Oregon, School District will expand last year's summer food service to reach 18,000 children in 20 schools for a period of 11 weeks this year. Migrant children feeding programs for the summer are indicated for four counties, and possibly two others, in Maryland. In New Jersey, 18 schools for migrant children will be operating feeding programs throughout the summer.

AFTER-SCHOOL NUTRITION for 1,500 children living in and around the city's 8 low-income housing developments is provided by the Jersey City Housing Authority. Each day, the children are offered milk and snacks including peanut butter sandwiches, applesauce, baked cookies and muffins made with commodities provided by the U.S. Department of Agriculture. A Housing Authority official said: "A special

tribute must go to about 15 mothers who bake community style each day enabling us to give the children varied nutritional snacks." The Housing Authority also operated a breakfast program during July and August last year in which 54,000 breakfasts were served to the children.

SPRING DISASTERS called for use of over 43,000 lbs. of USDA-donated foods in emergency help to people driven from their homes by:

- . a devastating tornado in Lubbock, Texas, where the Red Cross, Salvation Army and the Texas Technical College set up emergency food services for storm victims. Donated foods also went to the homes of 294 families caught without food.
- . flooding at San Marcos, Texas; at Almond, N.D.; and Marshalltown, Iowa.

PEOPLE TO PEOPLE...

SMALL RURAL COMMUNITIES, as well as urban areas, participate in USDA's Special Food Service Program. Community efforts at Redland, Texas, established a badly needed child care center in this rural, low-income area where frequently both parents work in the vegetable or rose fields. The center opened last September in an abandoned school building, which was restored to operating condition, with help from a community improvement committee and the county extension home agent. The director of the center and her two aides care for more than 20 children each day, almost all the pre-schoolers in the vicinity. The church-sponsored center gets food and cash help from USDA's Special Food Service Program for Children to provide hot lunches. A local grocer extends credit until the Government reimbursement checks arrive.

IN MODESTO, CALIFORNIA, the 400-member Senior Citizens Club of Stanislaus County, affiliated with the National Council of Senior Citizens, helps in providing food stamp information to the public.

Members voluntarily staff food stamp information booths at food stores

in Modesto and throughout the county. This is all part of the club's "Project Find," an effort to locate and help the friendless, isolated, needy, and disabled. The volunteer teams, and nine "Project Find" aides, who are paid, average about 225 food stamp referrals a week.

INSTITUTE. Food programs were among the activities spotlighted at the first Institute on Government Programs and Resources held May 15 and 16 in Kansas City, Mo. This was a pilot project, sponsored by the National Conference of Catholic Charities and its Affiliated Organizations and Units of the Lutheran Churches. More than 175 attended, and heard thorough descriptions and lively discussion of available programs. Sponsors are now evaluating the Institute, and considering plans for future Institutes to be held at 5 or 6 convenient locations around the country.

GEORGIA VOLUNTEERS help needy families get food. Seven organizations and 11 individual volunteers in the Athens area are currently helping to get USDA-donated foods to families taking part in the program in Clarke County. Among the assisting groups are Beechaven Baptist Church of Athens, the Council on Aging, the Navy Wives Association, the East Side Neighborhood Service, and the United Church Women. Volunteers help donated-food users pick up and transport their food home. All told, they are helping some 235 Clarke County families.

RED CROSS is delivering school lunches prepared by a high school in the Wichita, Kansas, Independent School District to three inner-city schools, which had no lunch program until the new satellite service began.

FOOD FOR THOUGHT, a non-profit charitable foundation organized ten months ago is helping finance seven school breakfast programs in Philadelphia. So far, local business organizations have contributed \$5,000, used to make up the difference between the Federal contribution of 15 cents per breakfast and donated foods, and the total cost of the breakfast. Thirty-five Philadelphia schools have requested Food For Thought help starting in September 1970.

THE SCORECARD...

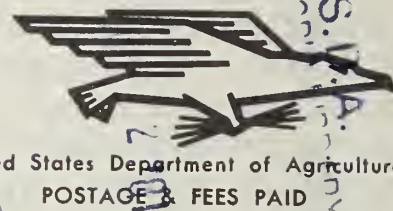
NUMBER OF PEOPLE getting USDA family food help climbed to an estimated 9.5 million in April, with 5.5 taking part in the Food Stamp Program and 4 million in the Commodity Distribution Program.

53 MORE AREAS including 46 counties, six towns, and one independent city in seven States were designated for the Food Stamp Program during May. These areas will make food stamps available to low-income families as soon as appropriate local arrangements are completed. Two of the counties have already utilized USDA family-food donations; all of the other areas have had no USDA food-aid program for needy families. The various counties are located in these States: Kansas, Massachusetts, Nebraska, Tennessee, Texas, Virginia, and Wisconsin.

FOODS DONATED to the States by the U.S. Department of Agriculture to improve diets of needy families, needy persons in charitable institutions, and school children totaled 945 million pounds in the first half of fiscal 1970 (July-December 1969) against 920 million pounds for the same period in fiscal 1969. USDA food donations for needy families during July-December 1969 climbed to nearly 550 million pounds, an increase of 15.4 percent over July-December 1968. The foods donated cost \$128.7 million, nearly 38 percent more than in the same six-month period in fiscal 1969.

USDA ANALYSIS of school lunch programs in thirteen major U.S. cities indicates that of 4,149 schools surveyed, some 861 in these urban areas are still without any food service for their 436,364 students. Last year, these same cities had 1,086 schools without food service for 676,640 youngsters. To reach more children in crowded urban schools without kitchens, school lunch officials can contract with food service management companies to provide meal service or use school-operated central or satellite kitchens to provide carryout meals. The goal is to reach 6.6 million needy children, in urban and rural areas alike, with food service by Thanksgiving 1970.

CURRENT CLAIM RECORDS



INFO AND EDUCATION...

THE FOOD COUNCIL OF AMERICA, an organization of national associations of food manufacturers and distributors, will conduct a promotional campaign, "Eat the Basic 4 Foods Every Day," in September and October. Clarence G. Adamy, president of the National Association of Food Chains and chairman of the Food Council, said the campaign to increase the nutritional awareness of American families is a result of the recommendation of the Distributors and Retailers Panel at the White House Conference on Food, Nutrition and Health.

THE "FOOD TEACHER" is the affectionate name school children give Mrs. Sharon Mahoney, nutrition education teacher, of the Bartholomew Consolidated School Corporation in Columbus, Indiana. She teaches good nutrition both in the classroom and in the school cafeteria where food service personnel and facilities can be used. Hawaiian luaus and Mexican fiestas prove to be great hits with the children as they discover foods of other cultures while learning the importance of good food habits. One child put it this way: "I didn't know food could be so much fun."

COPIES OF THE FINAL REPORT of the White House Conference on Food, Nutrition and Health may be purchased from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Price--\$3 a copy.

IN CUYAHOGA COUNTY, (CLEVELAND) OHIO, station WJW-TV and the Cooperative Extension Service produced 26 half-hour programs covering food and health, meal planning, wise shopping and good cooking, with help from a host of public and private agencies. There were segments on the Food Stamp and School Lunch Program, in the Food For Life series which was shown twice a week starting in early February on WJW-TV as well as on WVIZ-TV, the educational station. The Ohio Educational TV Network has arranged to show the series in other parts of the State.

PUBLICATIONS:

FOOD STAMPS MAKE THE DIFFERENCE, PA-952.

A single sheet flyer explains the food stamp program and tells low-income families how to apply.

IDEAS FOR ECONOMY-MINDED FAMILIES, PA-934.

Gives ideas for a week's menus and shopping tips for food stamp shoppers.

IDEAS FOR FAMILIES USING DONATED FOODS, PA-935.

Gives menu and shopping ideas to help use Government commodities.

IDEAS FOR LEADERS WORKING WITH ECONOMY-MINDED FAMILIES, PA-937.

A teaching guide for use in Food Stamp and Donated Foods Programs.

Inquiries and requests for publications may be addressed to the Food and Nutrition Service Information Office, U.S. Department of Agriculture, Washington, D.C. 20250.